



## FOOD MENU DESIGN BRIEF REQUEST FORM & SOP

### PROJECT DESIGN DETAILS

PROJECT NAME	<b>Business Lunch A</b>
PROPERTY	<b>Zengo, West Bay, Doha</b>
SIZE (PIXELS = WEB) OR (INCHES = PRINT)	<b>A5</b>
ORIENTATION (PORTRAIT OR LANDSCAPE)	<b>Portrait</b>
DATE NEEDED	<b>09/01/2026</b>

### MENU SUBMITTAL SOP

#### STEP 1: OBTAIN APPROVALS

**FOOD MENUS: REQUIRED APPROVALS** (INCLUDING SPECIAL HOLIDAY MENUS, RESTAURANT WEEK MENUS, ETC.)

- Menu Brief Preparation:**
  - Property GM, Director of F&B, Executive Chef, Chef de Cuisine, or Head Chefs must ensure that menu briefs are thoroughly reviewed before submission.
  - The brief should be checked for **grammar, spelling, allergens, and an associated cost** based on a **PMIX analysis and menu engineering**.
  - Pricing should be **informed and included in the initial submission**, rather than added after approval.
  - Completed menu submission must be received no less than 14 days before the proposed change.**
- Initial Review:**
  - The Property GM, Director of F&B, Executive Chef, Chef de Cuisine, or Head Chefs send the menu brief to the **RSH Culinary Director & RSH Regional Director of Operations** for a preliminary review and discussion.
- Final Approval Process:**
  - The RSH Culinary Director will forward the reviewed brief to the **RSH VP of Operations** (CC Isabella Sandoval) for **final edits and approval**.
- Menu Design Kickoff & Distribution:**
  - Once final edits are made and the menu is approved, the **VP of Operations will upload the document into the RSH Culinary Teams folder**.
  - For Owned & Operated properties or those with contracted RSH Brand & Marketing oversight:**
    - VP of Operations will upload into **ClickUp** and assign it to the **Marketing team** for menu design updates, then route it to the **Regional Director of Operations and Culinary Director**.
  - For other properties:**
    - VP of Operations will upload into **ClickUp** and assign it to the **Regional Director of Operations and Culinary Director** for distribution to the **Property GM/Chef team**.

#### STEP 2: DESIGN DEVELOPMENT

EXISTING MENU EDITS: 1-2 business days once project is received via ClickUp by VP of Operations

NEW MENU DEVELOPMENT: 5 business days once project is received via ClickUp by VP of Operations

### MENU

**Please drop the menu content below on page 2.**



### Starters

**Yuzu Prawn**, tempura prawns, crispy quinoa, chive, yuzu chipotle C,E,G,SE  
**Chinese Chicken Salad**, crunchy vegetables, crispy quinoa, maple mustard dressing S,SE,MU  
**Crispy Calamari**, curry leaf, dried chili, cilantro, chili vinegar sauce E,G,MO  
**Miso Soup**, seaweed, tofu, spring onion S,F

### Main Courses

**Black Pepper Beef**, onion, capsicum, black peppercorn sauce G,D,MO,S  
**Thai Green Curry**, choice of chicken or vegetables, green curry broth F,V  
**Teriyaki Salmon Rice**, mushroom, sesame seed, spring onion F,G,D,S  
**Chow Fun Beef**, rice noodle, spring onion, bean sprout G,MO,S,E

### Desserts

**Kue Sarang Semut**, pastry cream, almond crumble, honey ice cream E,G,D,N  
**Sticky Toffee Pudding**, medjool date sponge, toffee miso sauce, vanilla ice cream E,G,D  
**Daily Selection Ice Cream Or Sorbet**, seasonal flavor (2 scoops) E,D,V

C crustaceans | CE celery | D dairy | E egg | F fish | G gluten | L lupin | MO mollusc | MU mustard | N nuts | P peanut | SE sesame | S soya | SU sulphites | V vegetarian | VG vegan  
\*consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.